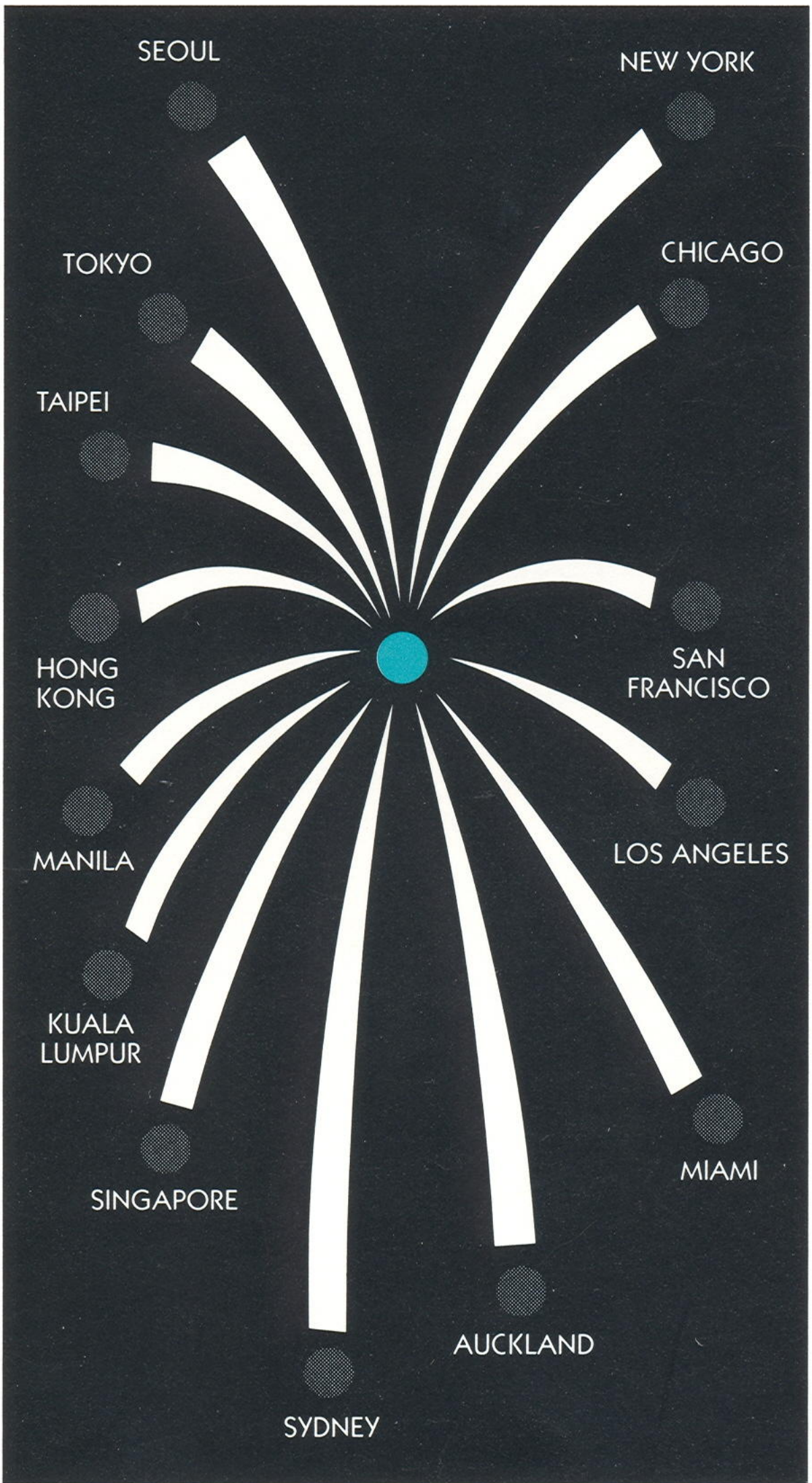


# HONOLULU



The right location,  
with all the right  
connections.



## The right location:

- Honolulu is the only U.S. city where the work day substantially overlaps work days on both the U.S. east coast and Asia, making it possible to communicate directly with almost half of the world's major markets.
- Honolulu allows international companies with a presence in Asia to maintain support operations at lower cost, while gaining the security, political stability, fairness, and freedom that goes with being on American soil.
- Honolulu's mid-Pacific location also allows travelers originating from Honolulu to lose fewer useful business hours when visiting other commercial centers in the Pacific region.

## The right connections:

- Honolulu is the hub of AT&T's new, completely digital, high-capacity trans-Pacific fiber optic cable network...providing instantaneous voice, data and image connections to the Mainland U.S. and to Hong Kong, Japan, Taiwan, Malaysia, Korea, The Philippines, Singapore, Sydney, Auckland, and Brunei. AT&T also offers dial-up, on-demand switched digital service that gives the customer control capability; when customers need the added service, they can access it and pay only for the time used.
- Honolulu is the mid-Pacific site for satellite earth stations that send and receive signals from orbiting communications satellites in the region. Honolulu currently is served by two earth stations.
- Honolulu is linked to the Mainland U.S., Hong Kong, Tokyo, Singapore, Taipei, Manila, Guam, Sydney, Perth, Shanghai, and Jakarta by a copper cable system.
- Approximately 70% of worldwide investments in communications are going to be in the Pacific region during the next ten years. Virtually every dollar of those investments will be linked to Honolulu.
- 31 airlines logged 404,000 landings and takeoffs and 34.7 million passengers last year, making Honolulu International the 10th busiest airport in the



U.S., the 14th busiest in the world. Only Hong Kong and Singapore have more non-stop air routes to Asia-Pacific destinations.

- Honolulu is the only major port equally accessible to all major markets on the rim of the Pacific basin, it is the closest point to the ton-mile center of trans-Pacific trade, and 24 major shipping lines serve the port.

### The vibrant economy:

- Even in times of national recession, Honolulu's economy consistently demonstrates an ability to maintain economic growth. Honolulu is now in its sixth consecutive boom year.
- Nationally, Hawaii has the lowest unemployment rate...the eighth highest median family income...and the fourth highest personal income growth rate.
- Hawaii ranks second to California in investment coming from Asia, recording more than \$12 billion over the past four years from Japan alone, one-fifth of Japan's total U.S. investment.
- During the past 10 years, Honolulu's 10 largest publicly held corporations have experienced double the growth and returns on the Dow Jones and S&P 500 averages.

### The population:

- Honolulu is America's most Asian city. Thirty-three percent of the people are Caucasian. The rest have roots in Asia and the Pacific. This gives employers a work force that is multi-cultural, multi-lingual, industrious, dependable—ideal for doing business on both sides of the Pacific.
- Approaching one million residents, Honolulu has one of the best educated populations. More than 20 percent have a college education and over 70 percent are high school graduates—assuring employers of a quality work force with technical as well as professional skills.
- Hawaii's 10-year population growth rate of 16% (1980-1990) is larger than the national average of 10%.



## The real estate:

- Honolulu's commercial and residential real estate markets are the most active in the U.S.
- Office vacancy in 1990 was the nation's lowest (3.1%), but by the end of 1992, one million square feet of new, "Class A" office space will be added to downtown Honolulu. By 1995, another 2 to 3 million square feet will come on line, effectively increasing the downtown inventory by 50% over a five year period.
- Office rents in Honolulu are very affordable by Asian standards. Average annual commercial rents are six times less than Tokyo...three times less than Hong Kong...and two times less than Sydney.
- Home prices are comparable to those in most major Mainland U.S. cities and less expensive than in Hong Kong and Tokyo.
- State and City governments are supporting the development of a "Second City" 25 minutes from downtown Honolulu. By the year 2010, this newly developed urban center is expected to have an 813-acre town center, a 1,300-acre industrial park, an 800-acre business park, a destination resort larger than Waikiki, marinas, approximately 40,000 housing units, and a population of 130,000.
- Twenty minutes from downtown, in central Oahu, is Mililani Technology Park—more than 250 acres of commercial and industrial space in a plush, campus-like setting. Fiber optic cable has been installed and the entire park has been designated a Foreign Trade Zone, similar to the "free ports" of foreign countries.

For more information:

### **Economic Development Corporation of Honolulu**

1001 Bishop Street, Pacific Tower (Suite 735)  
Honolulu, Hawaii 96813 USA  
(808) 545-4533  
Facsimile (808) 536-3266